



**KNXV-TV
PHOENIX**

ORDER

Print Date 07/13/12 Page 1 of 4

Flight Dates 07/17/12-07/23/12

Contract / Revision 304718 / Product Wil Cardon for Senate 2012

Original Date / Revision 07/13/12 07/13/12
Agency Com 15%
Billing Contact

Advertiser Cardon / Republican / Senat
PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact
Sales Office EWSDC
Sales Region NAT
Agency Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Sep 00:20:00

Estimate # TV: 07170723 :30's

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	90	\$35,126.25	\$41,325.00	0.00	06/25/12	07/23/12	90	\$35,126.25	\$41,325.00
Totals	90	\$35,126.25	\$41,325.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	07/17/12	07/23/12	M-F 5-6am M-F 5-6am	CM	5am-6am	2222--	:30	10	\$100.00	P-3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-2222--			8		\$100.00		0.00				
Week:		07/23/12	07/29/12	2-----			2		\$100.00		0.00				
N 2	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	2222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	-2222--			8		\$225.00		0.00				
Week:		07/23/12	07/29/12	2-----			2		\$225.00		0.00				



KNXV

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**KNXV-TV
PHOENIX**Contract / Revision **304718** Flight Dates **07/17/12-07/23/12**

Hiatus Dates

Original Date / Revision 07/13/12/ 07/13/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07170723 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	2222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-2222--					8	\$225.00		0.00			
		Week: 07/23/12	07/29/12	2-----					2	\$225.00		0.00			
N 4	KNXV	07/21/12	07/21/12	Sa 6-7am GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$75.00		0.00			
N 5	KNXV	07/22/12	07/22/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$75.00		0.00			
N 6	KNXV	07/17/12	07/23/12	M-F 9am-10am Sonoran Living	CM	9am-10am	1111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$100.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$100.00		0.00			
N 7	KNXV	07/17/12	07/23/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	1111--	:30	5	\$80.00	P-6	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$80.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$80.00		0.00			
N 8	KNXV	07/17/12	07/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$225.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$225.00		0.00			
N 9	KNXV	07/17/12	07/23/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	1111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$200.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$200.00		0.00			
N 10	KNXV	07/17/12	07/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
N 11	KNXV	07/17/12	07/23/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
N 12	KNXV	07/21/12	07/21/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$250.00		0.00			
N 13	KNXV	07/22/12	07/22/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$250.00		0.00			
N 14	KNXV	07/17/12	07/23/12		CM	630pm-7pm	1111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00